

Nadya Stipanovich

NadyaStipanovich.com

hello@NadyaStipanovich.com

EXPERIENCE

SINCLAIR DIGITAL

Senior UX Researcher Generalist | 2022 – Present

- Conducted generative and evaluative research: user interviews, usability testing, user personas hypothesis and validation, competitive analysis, survey design, heuristic evaluations. Created and socialized findings reports to tell a compelling research story with actionable tactical and strategic recommendations.
- Led art direction and design efforts for Tennis Channel TV, web and mobile app redesign, as well as design and research efforts for AI integration into the internal news publishing CMS.
- Collaborated with cross-functional teams on thoughtful design solutions, to ensure prioritization of new features and enhancements, and their accurate implementation.
- Created end-to-end designs, wireframes, prototypes to communicate high-level design ideas, as well as detailed interaction behaviors to stakeholders, designers and developers, and study participants.

COSTCO

Senior UX Designer | 2022

- Led generative and evaluative research: worked on creation and validation of user personas, designed surveys, conducted remote user interviews, competitive analysis and usability studies, analyzed data, socialized research findings.
- Collaborated with cross-functional teams on building and iteration of thoughtful design solutions for desktop and mobile e-commerce platforms.
- Created user flows, sketches, diagrams, wireframes, mockups, prototypes to communicate high-level design ideas and detailed interaction behaviors to stakeholders, designers and developers.

REALKEY

Senior Product Designer | 2020 - 2022

- Created user flows, sketches, diagrams, wireframes, mockups, prototypes to communicate high-level design ideas and detailed interaction behaviors to stakeholders, designers and developers
- Created proto personas with subsequent validation to facilitate better understanding of users needs and goals. Conducted card sorts, SME interviews, and product usability research.
- Led art direction and visual design efforts for marketing and product.

SAMSUNG

UX & UI Designer | 2020

- Designed layouts and interactions for Android, iOS mobile platforms based on OneUI design system for a B2B mobile app.
- Collaborated on cross-functional teams to ensure accurate implementation of designs.
- Created sketches, wireframes and mocks to communicate user flows and interactions to the stakeholders.

SKILLS

DESIGN

End-to-End Product Design
User Flows
Concept Sketches
Wireframes & Mockups
Pattern Libraries
Presentation Design
Art Direction
Campaign & Branding
Illustration & Graphics

RESEARCH

Qualitative Research
Usability Testing
User Interviews
Data Synthesis
Heuristic Evaluation
Affinity Diagramming
Mapping Journeys
Benchmarking Studies
Card Sorts
Survey Design

TOOLS

dscout
Notion
Miro
Usertesting.com
Figma/Figjam
Jira
AzureDevOps
MS/Google Suite
Adobe CC